

Graduate Certificate in Service Design

- ➔ Transform your career with the service and strategic design skills, knowledge, and tools to deliver exceptional human-centred experiences.

INDUSTRY PARTNERS:



Who this program is for

Our Graduate Certificate in Service Design is ideal for those looking to start a career in or transition into the field of service design.

Building on principles of service and strategic design, this program is ideal for:

- New entrants into service design including graduates from communication and industrial design, as well as related fields such as business, technology, the arts, social work, and education
- Mid-senior designers and professionals looking to upskill including UX designers, business analysts, strategic analysts, and interaction designers
- Mid-senior professionals looking to commission service design work

DURATION:

9 months full time, 12 months part time. Expect 10-12 hours study per week, per course (4 courses in total), with each term comprising of 10 weeks.

PRICE:

\$3,960 per course, program total \$15,840.*

* Plus a capped Student Services and Amenities Fee (SSAF) based on your credit point enrolment load. FEE-HELP and other financial support may be available. Fees typically increase each year and may change without notice. Total fees are estimates and should only be used as a guide.

PREREQUISITES / LEVEL OF STUDY:

- An Australian Bachelor's degree (or equivalent overseas qualification) or undertaken a minimum of five years professional experience in relevant field.
- To have your professional experience considered, you must include in your application a CV and a statement that details your experience.

ENROLMENT:

Scheduled intakes are in January, April, July, and September.

Why study Service Design?

Service design takes a human-centred approach to the creation and improvement of experiences by examining all aspects of a service ecosystem – its strategies, structures, people, and processes. This shift in user-centred thinking has seen a rise in demand for service designers, who use empathy and various tools to shape how an organisation delivers its products and services.

As a graduate of our program, you'll be equipped with the transformative skillset and tools to enter the field of service design. Cement yourself as an emerging design leader with a comprehensive portfolio showcasing your service design thinking, strategy, and proposed recommendations to potential employers.

Program outcomes:

- Utilise design research methods to identify and investigate contemporary service problems
- Apply skills and knowledge of service design practices and strategy to engage stakeholders, frame problems, and propose innovative solutions
- Articulate your design solutions using various tools such as customer journey maps, service blueprints and service prototypes
- Work autonomously and collaborate with others in diverse contexts, demonstrating cultural, environmental and social awareness, and ethical and reflective practice
- Identify the next steps to develop your professional skills and future learning as a design practitioner

Service designers are within the **20 top emerging roles** within Australia

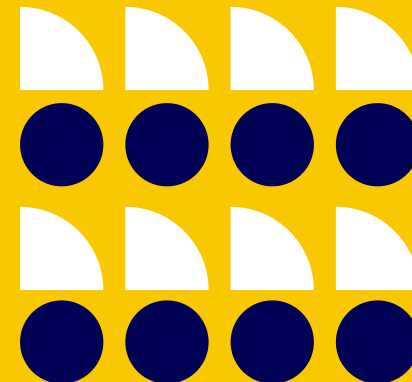
(2020 EMERGING JOBS REPORT, LINKEDIN, 2020)

80% of consumers consider their experience with a company **just as important** as its products

(STATE OF THE CONNECTED CUSTOMER REPORT, SALESFORCE, 2018)

There are currently **over 8,000** service designer job postings online in Australia

(SEEK, MARCH 2020)



Why study with RMIT Online?



Flexible online learning

The freedom of learning online means you can study, whenever and wherever you want.

Real world skills

Our project-based assessments mean you'll roll up your sleeves and create a project for real a world business scenario, allowing you see the immediate impact of your learning within your organisation.

Full time support

Our expert team of support advisors along with academic tutors and course coordinators are the best at what they do and are here to support you every step of the way.

Industry connected

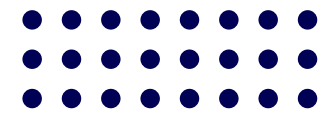
We combine the forces of a leading technology university with high profile industry partners to ensure you're job ready, learning practical skills that align with industry best practice.

Propel your career

Online postgraduate programs receive the same qualification as on-campus – without putting your life on hold.

Future focused

With up to the minute content, RMIT Online courses are shaped by future of work needs, ensuring that you acquire the latest industry relevant skills for today's in-demand jobs.



The online learning experience:

Never feel like you're studying alone with our online learning student support, here to help you every step of the way. Troubleshoot any problems easily, from enrolment till your day of graduation. With a fully online learning experience, flexibly study around your work or life commitments with our personalised student experience tools, designed to keep you on track and set up for success.



Online facilitator

You'll study in a small cohort of around 35 students under the expert guidance of an Online Facilitator who has industry experience and academic qualifications in your field of study. This gives you opportunities to ask questions, get feedback, engage with peers, and connect to how things work in industry.

Student support

Our Student success team will be there to help you from the moment you join us, through onboarding webinars, phone calls, online resources, study coaching, and more. Rest assured that you'll get the support you need, when you need it.

Onboarding for success

You'll get access to an onboarding module that prepares you for online study journey. This onboarding module will have helpful study tips, academic skills, insights, and information about key tools and services available to you. By completing this module, you'll be set up for success in your studies.

Personal learning profile

All our students are encouraged to engage with our personal learning profile tool, which has been informed by the latest educational research. Understanding your personal learning profile will give you insights into your strengths and opportunities you have on your learning journey.

Active learning

Each course is designed using our best practice learning design approaches for active learning. Active learning, such as games, case studies, scenarios, and interactive content, benefits your study because you apply new knowledge, practice new skills, and are better prepared for your assessments. Students in active learning courses are shown to be more successful.

Progress insights

Each course provides you with a visual indicator to show your progress through the course. Seeing your progress helps you plan, manage, and navigate your study time and learning activities for your own study success.

Career Services

Enjoy invitations to our masterclasses and on the couches, as well as mentorship program career workshops and 1-1 career advice.

PREREQUISITES

English language requirements

You must meet the University's [minimum English language requirements](#) to be eligible for a place in this program.

If you are a local student, refer to the [English requirements for postgraduate coursework programs](#).

If you are an international student, refer to the [English requirements and equivalency information](#). The program requires a minimum overall score of 6.5 with no band less than 6.0 in [IELTS](#) (Academic).

Australian student visas

RMIT Online's Graduate Certificate in Service Design does not meet Australian student visa requirements. For an Australian student visa, you must have an on-campus place in a program of study. For more details on RMIT's on-campus programs visit rmit.edu.au

Entrance requirements

You must have successfully completed an Australian Bachelor's degree or equivalent overseas qualification from a recognised tertiary institution. You may also be considered for the graduate certificate if you undertaken a minimum of five years professional experience.

Experience or skills may include working in innovation and start-ups, creative practice, community engagement, strategic and service design, human resources, business analysis, management consultancy, process analysis or other similar roles.

To have your professional experience considered, you must include in your application a CV and a statement that details your experience.

Credit pathways

At RMIT Online, we're committed to supporting your lifelong learning journey. Our flexible learning pathways can be tailored to align with your individual educational goals. Some of our short courses, when taken in certain combinations, are eligible for credit in the Graduate Certificate in Service Design.

For a full list of the short course elective bundles and eligibility, please refer [here](#). To be eligible for a credit transfer, you will also need to meet this program's entry requirements. The course must be a current credential or completed within the last 10 years. Individual short courses are not recognised under the Australian Qualifications Framework (AQF).

Upon successful completion of the Graduate Certificate in Service Design (GC181) you may be eligible to continue your studies in the following programs:

- [Master of Design Futures \(MC245\)](#)
- [Master of Communication Design \(MC250\)](#)
- [Master of Design Innovation and Technology \(MC231\)](#)
- RMIT Online's [Master of Business Administration \(MBA\) \(MC199\)](#) with 48 credit points (4 courses) worth of credit.

Program overview

Our Graduate Certificate in Service Design will explore human-centred methods and approaches to define problems and improve the quality of a service experience. By utilising service design tools and processes, you'll learn how to apply your skills in a real-world portfolio and position yourself as an emerging service designer.

Program courses

01 Service Design in Practice

02 Design Strategy, Practice, and Principles

03 Service Design Research

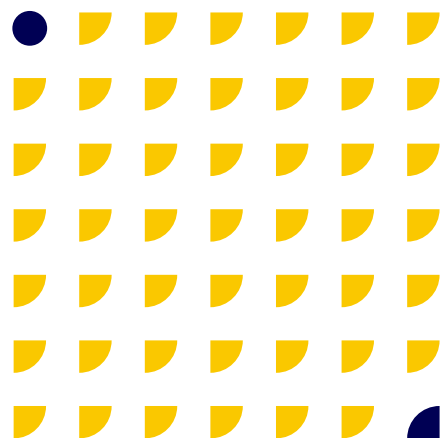
04 Service Futures*

* We recommend that you complete Service Futures as your last capstone course as part of this program.

What you'll learn

- Apply knowledge of service design practices and strategy to engage stakeholders, frame problems, and propose innovative solutions
- Communicate to audiences from a range of disciplines using various formats and strategies
- Work autonomously and collaborate with others in diverse contexts, demonstrating cultural, environmental and social awareness, and ethical and reflective practice
- Develop your professional skills and future learning as a design practitioner

Service Design in Practice



Course overview

In this course you will examine the fundamental practice and principles of service design and how these can be applied across a range of complex situations within society. You will investigate how service design uses human-centred methods and approaches to define problems and improve productivity and quality of services. As you become familiar with the tools and processes service design applies to real-world situations you will also begin to situate yourself as a designer within a multi-disciplinary service economy.

Learning outcomes

- Articulate how service design supports activities in a range of fields, including corporate, social and public sectors.
- Apply a range of design processes and principles such as thinking in critical, systemic and holistic ways to analyse complex systems and issues.
- Critically reflect on the role of a designer within human-centred approaches to service design.
- Evaluate service design solutions from real-world contexts and propose solutions.

Assessments

- Observe and analyse an existing service experience
- Explore and distill service insights
- Present potential solutions to your service problem

Credit pathways

Students who complete this course may be eligible for credit (up to 36 credit points) for the GRAP2494 Service Design course within RMIT's [Master of Design Futures](#). See program page for more information and eligibility requirements.

PROGRAM COURSE 02

Design Strategy, Practice, and Principles

Course overview

In this course you will explore how designers work with corporate, social and public sectors to contribute to the envisioning, communication, execution, and innovation of strategy. You will examine the strategies behind the successful delivery of services and experiences, with attention to the broader stakeholder network both internal and external. You will investigate and apply tools, methods and processes to help you align design practices with current and emerging movements in organisational strategy.

Learning outcomes

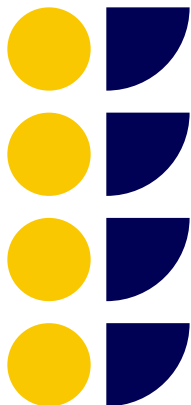
- Identify current and emerging approaches in organisational strategy.
- Articulate and apply knowledge of how design supports strategic activities in organisations.
- Apply strategic design to an organisational problem.
- Critically evaluate the efficacy of strategic design and propose alternatives.

Assessments:

- Analyse a service design case study
- Propose an ideal service vision
- Explain your strategy and service solution rationale

Credit pathways

Students who complete this course may be eligible for credit (up to 36 credit points) for the GRAP2626 Design Strategy course within RMIT's [Master of Design Futures](#). See program page for more information and eligibility requirements.



Service Design Research



Course overview

In this course you will develop fundamental knowledge of design research practice and the role it plays within service design. You will become familiar with various design research tools and the methods by which they can be applied within a human-centred design framework.

Through activities including case-study analysis, fieldwork, observation and reflection you will develop insights into how research allows you, as a designer, to create or improve service experiences for stakeholders. The practice of critical reflection through the process will allow you to examine your own design 'lens' and professional identity as an ethical practitioner.

Learning outcomes

- Demonstrate understanding of the role design research plays within a human-centred design framework.
- Critically evaluate and apply judgment in the use of design research methods in diverse contexts.
- Analyse and synthesise material gathered in a design research process.
- Communicate insights, possible risks, and opportunities within a professional setting.

Assessments:

- Evaluate your design research
- Complete fieldwork and a service design case study
- Reflect and report on your recommendations

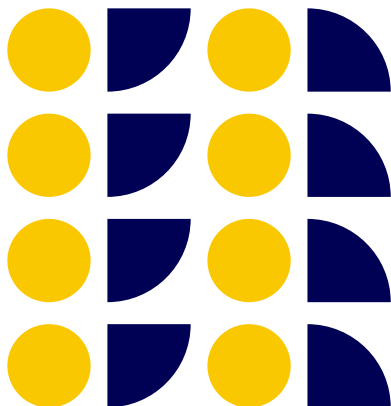
Credit pathways

Students who complete this course may be eligible for credit (up to 36 credit points) for an open elective within RMIT's [Master of Design Futures](#). See program page for more information and eligibility requirements.

PROGRAM COURSE 04

Service Futures*

* We recommend that you complete Service Futures as your last capstone course as part of this program.



Course overview

In this course you will learn how to synthesise various design processes with observations and information in order to produce an end-to-end service prototype.

You will use design research tools to observe, assess, and then map and articulate the current state of a real-world service. Through a process of critical analysis, idea generation and iterative design, you will develop a future-focussed and stakeholder-centric service prototype. The practice of critical reflection through the process will allow you to examine your own design 'lens' and professional identity and produce an artefact that reflects this.

Learning outcomes

- Demonstrate understanding of a human-centred design approach.
- Critically evaluate and apply judgement in the contextual use of design methods and tools.
- Collaborate constructively within a multi-disciplinary professional setting.
- Articulate a professional design proposition which demonstrates a process of reflective practice.

Assessments:

- Map the current state of your service experience
- Extract insights and propose ideation suggestions
- Present the possible future service experience

Credit pathways

Students who complete this course may be eligible for credit (up to 36 credit points) for an open elective within RMIT's [Master of Design Futures](#). See program page for more information and eligibility requirements.

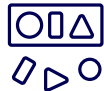
Why study online



Being 100% online, get 24/7 on demand access to the course content, ensuring you don't have to reduce your work or compromise your lifestyle.



Become industry connected as you learn from renowned academics with extensive industry experience. Our courses are designed with industry partners to ensure what you learn is up to date and aligns with best practice.



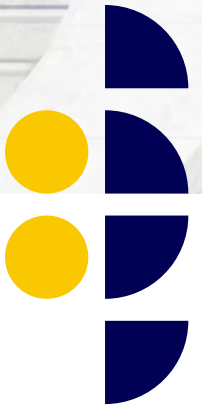
Get hands on through structured activities and build out your project portfolio to demonstrate your knowledge and practical skills.



Get personalised support that keeps you motivated on the road to success. Your support team includes the Student Success advisors who'll give you one-on-one assistance, an Online Facilitator, and a Course Coordinator.



Graduate with a globally recognised degree.



Who's supporting you

RMIT Online works with leading experts at the forefront of their fields, multiplying the force of industry with a world-leading university. By studying with RMIT Online, you can be sure you will be levelling up your skills and qualifications through work-connected, relevant learning.



REA Group is a global online real estate advertising company, aiming to help customers with all aspects of their property experience – not just buying, selling, and renting. REA provides the most up-to-date property news, renovation tips, lifestyle content, and property estimates.



MAKE Studios is a strategic design company helping clients build innovation systems, cultures and capabilities. Using business practices such as customer experience (CX) design, Design Thinking and Service Design, MAKE helps its clients develop new business models, value propositions, products, services and experiences.



Dr Marius Foley,
Program Manager, RMIT

Dr Marius Foley is the Program Manager of the Master of Design Futures, RMIT School of Design. His work focuses on the practice of human-centred design in contemporary industry and social organisations. Marius has an active interest in innovation in design, media, and the areas such as education, health, welfare and justice. He has been developing high-engagement online learning experiences for practitioners and executives.



Student success team, RMIT Online

Our student success team are here to help you with 1:1 coaching, tips on how to successfully study online, and any questions or concerns you may have.

How to get started

Enrolment in our graduate certificate is easy. Get in touch with one of our Student Enrolment Advisors today and we can get the wheels moving.

STEP 1 Chat to a Student Enrolment Advisor

Our Student Enrolment Advisors have all the information you will need to choose the best course for you. They can even coach you through the enrolment process over the phone.

You can call our Student Enrolment Advisor during business hours on 1300 145 032. They'll be able to help with any questions regarding the application process, RMIT course fees, and how online study works.

STEP 2 Send us your documents

All you have to do is fill out and submit the relevant course application forms. Your RMIT Course Consultant can guide you through this process. It doesn't take more than a few minutes.

STEP 3 Wait to hear from us!

If there are any extra steps necessary, your Student Enrolment Advisor will let you know. Once you're enrolled, you'll also be able to access your course details via our Student Portal. For more information, visit online.rmit.edu.au

***Further information:** Every effort has been made to ensure the information contained in this publication is accurate and current at the date of publishing. For the most up-to-date information, please refer to the [RMIT Online website](https://online.rmit.edu.au) before lodging your application. Prepared April 2020.